



# MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 203-2006

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: August 18, 2006

SUBJECT: Parks and Recreation Department- New and Improved Website

The Parks and Recreation Department is pleased to announce the launching of its new and improved website. In an effort to provide a higher level of customer service, the department and a select group of talented individuals spent several months re-designing and improving it.

Please visit [www.miamibeachparks.com](http://www.miamibeachparks.com).

The new, more user friendly design allows the "web-surfer" to either select Recreation, Golf or Greenspace. The amount of information available and obtainable on this new web site is exponentially greater than the old site.

The user can:

- Search for their favorite activity in detail
- visit the recreation "islands" to find a facility and it's activities
- find a tot lot or playground near them
- book a tee time
- Find information on park facility rentals
- get information on plants and the city's urban forest
- view past event pictures on the Web Page Gallery
- and much more!!!

Some of the new and improved features include:

- frequently asked questions
- Greenspace news
- facility pictures with amenities
- "tell a friend" via email
- map and facility directory with Yahoo directions
- and a search engine that allows the user to enter a keyword

The Department is currently evaluating and working on a "Spanish" link on its website that will direct the user to a fully translated version of the information contained on the Web Page (Under Construction).

Should you have additional questions, please contact Kevin Smith at (305) 673-7730.

JMG/RSM/KSM/tb

c: Robert C. Middaugh, Assistant City Manager  
Kevin Smith, Parks & Recreation Director  
Julio Magrisso, Assistant Parks & Recreation Director

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